

"The goal was to make the digital experience as seamless as possible."

Joseph Namey, Assistant Director of Enterprise Applications at UNF

Case Study | University of North Florida

Offering a Streamlined, Interactive Campus Portal

Executive Summary

In 2018 the University of North Florida implemented the campusM web portal and mobile app to improve access to digital services and resources on and off campus. Following the app's launch, university developers have used the campusM Application Extension Kit (AEK) to design and develop new features that make the app even more intuitive and useful for UNF's 17,000 students.

Key Takeaways





Number of AEK1 previously deployed

26



Number of AEK2 currently deployed

16



Average number of monthly users

25,600



Role-based customization enables users with multiple roles to see all relevant content within one pane

The Challenges

UNF wanted to create a single point of access for students to the institution's online systems and materials. "We wanted to avoid a situation in which students were having to click on different links to get into different systems and having to authenticate each time they needed to access a different service," says Joseph Namey, Assistant Director of Enterprise Applications at UNF. "The goal was to make the digital experience as seamless as possible."

The Solution

Namey and UNF's enterprise applications team used campusM's Application Extension Kit to surface and merge data, combined with the out of the box interactions so that students could easily access the information they needed or take the appropriate action. The team was also able to leverage AEKs to custom support initiatives from colleagues in other departments. "Eventually, we started compiling what the portal would look like based on the feedback from departments like admissions, alumni, and the registrar. It got to the point where we wanted to condense features into custom interfaces," says Namey.





"We created the Student Quick View to display all Banner information within a single pane."

Joseph Namey, Assistant Director of Enterprise Applications at UNF



The AEK is a development framework based on standard web technologies (ReactJS) and campusM libraries that enable customers to create their own unique integrated experiences and workflows within the app. This 'create once and publish to many' SDK empowers developers to create cross platform interactions within campusM to solve institutional problems.



Results

Simplifying access to Banner

In 2022, the enterprise applications department at UNF launched a redesign of the portal to make core services and resources more accessible. The changes to the portal's look and feel were especially noticeable when accessing Banner information and services.

"We created the Student Quick View to display all Banner information within a single pane," explains Namey. "This way, students don't need to access five different tiles for five different Banner features – they don't need to click or tap on any tile at all to access Banner."

The team additionally wanted to simplify the class registration process through Banner. Previously, a student would be able to get through the registration process for classes before being told that they had holds preventing them from registering. To prevent this from happening, there is now an AEK in place that pulls in students' current registration status at the top of the registration page. By surfacing this data, UNF is helping students understand what they need to do to successfully register for classes and complete their degrees.

Customizing the user experience

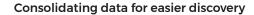
As a student and employee of the university, Namey understands how critical it is for a campus app to deliver personalized content. "The app is role-based because we want users to be able to access all of the information that's relevant to them in one place," says Namey. "For example, on my campusM screen I see content for students but also for staff, administrators, and alumni, because I did my undergrad at UNF as well."



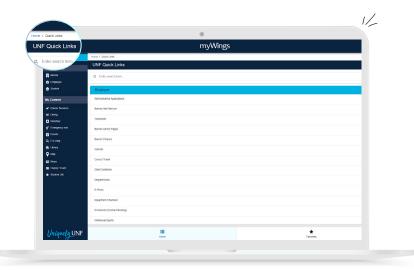


"We want users
to be able to
access all of the
information
that's relevant to
them in one
place"

Joseph Namey, Assistant Director of Enterprise Applications at UNF



UNF's centralized enterprise applications department served as the gateway for all university links. As Namey embarked on the portal redesign project, he was conscious that the abundance of links made it difficult for students to access the resources they needed. To improve the search experience, Namey and his team went through the 500 existing links on the UNF website and removed 200 redundant links.



Connecting students with support

Using the AEK, the enterprise applications team was able to enhance the institution's digital service offerings with interactive chat bots. For library services, the team built a pop-up that connect to UNF's LibGuides library content management system chat so that students can interact with the university's librarians in real-time. They also created a pop-up that links to the university's help desk chat to streamline student inquiries.

Helping students stay safe

In addition to the AEK, the campusM platform also includes a wide range of powerful APIs that allow customers to programmatically interact with the platform, integrating and automating actions and workflows. UNF took these APIs to integrate with AppArmor, a campus alert system. Thanks to this integration, anytime the police send out a report it immediately gets pushed to the campusM portal and mobile app. All app users are subscribed to these mandatory alerts in order to increase the likelihood that students see the alert quickly and take necessary precautions.

Empowering colleagues to reach students

Careers services had a specific vision of how the app could promote student employment opportunities. They wanted three different sections on the app to highlight the three different employment centers they partner with. Using an AEK, enterprise applications diverted data from the career services system into three separate tiles for each employment center.

"Signposting job openings is just one way that the app allows university staff to better serve our students," says Namey. "Ultimately, campusM AEKs are letting us build customized features that meet the unique needs of our students and enabling us to improve these features over time."



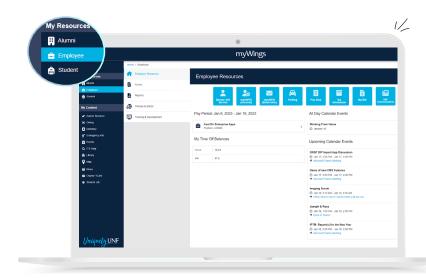


"There's always competition for the limited amount of screen space...we had to get creative."

Joseph Namey, Assistant Director of Enterprise Applications at UNF

Not leaving employees behind

With the heavy focus on the student portal experience, many products and demos leave the employee experience behind. UNF, however, has included employees when considering what to integrate from other platforms into campusM. For example, the employee menu integrates time sheets, leave balances, and an Outlook calendar feed from which employees can join remote meetings. Like the student and Banner case from above, this reduces the amount of clicks an employee needs to take and centralizes the most used items into one AEK screen.



Further customizing the home screen

Utilizing some out-of-the-box features provided by CampusM, Namey and his team were able to create a role-aware interactive tile in which all links can be ordered and favorited interactively. "There's always competition for the limited amount of screen space...we had to get creative," says Namey. This list integration, backed by a REST API, allows users to favorite up to ten links for their respective role, and display them on their homepage. This enables an employee who primarily deals with travel and expenses to favorite those systems, hiring and recruiting to favorite other systems, and a student who uses specific tools for their program to favorite these tools and keep them top of mind. This further eliminates the clicks needed and allows even more customization of the home screen.

Learn more about how UNF is using campusM to create unique digital campus experiences that users love: Listen to our on-demand webinar with UNF and the University of San Francisco here.

© 2023 Ex Libris, Part of Clarivate. campusM and its logo, as well as all other trademarks used herein are trademarks of their respective owners and used under license.

